

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. – 18. (Canceled)

19. (Currently amended) A method for displaying advertisements at a user location, comprising:

~~determining a customer preference;~~  
displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;  
receiving a plurality of advertisements at the user location;  
selecting a subset of the ~~transmitted~~ received advertisements based upon ~~the a~~ a customer preference; ~~and~~  
determining, based on a subscription level of a user, that display of an advertisement is appropriate during a first insertion point;  
displaying at least one of the selected advertisements during the first insertion point;  
~~at least one of the insertion points.~~  
determining, based on the subscription level of the user, that display of an advertisement is not appropriate during a second insertion point; and  
continuing display of the entertainment content without displaying an advertisement during the second insertion point.

20. (Currently amended) A method as recited in claim 19, comprising:

~~distributing~~ receiving a pre-recorded medium containing the entertainment content and storing the medium at the user location.

21. (Currently amended) A method as recited in claim 20 comprising:

~~recording~~ receiving entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

22. (Original) A method as recited in claim 21 wherein:

the medium comprises a disk having a diameter greater than about 125 mm and less than 300 mm.

23. (Previously Presented) A method as recited in claim 21 wherein:  
the medium comprises a disk having data recorded on a reflective layer and an optically transmissive coating having a total transmission at 635 nm of less than a predetermined minimum transmission.
24. (Currently amended) A method as recited in claim 19, comprising:  
~~selecting a subset of the transmitted advertisements at the user location based upon the customer preference, and~~  
caching the subset of received advertisements at the user location.
25. (Currently amended) A method as recited in claim 24, comprising:  
selecting at least one of the cached advertisements based upon the customer preference, ~~and~~  
wherein the displaying at least one of the selected advertisements comprises  
displaying the selected cached advertisements ~~during at least one of said insertion points at the user location.~~
26. (Original) A method as recited in claim 19, comprising:  
receiving the entertainment content from a source remote from the user location.
27. (Currently amended) A method as recited in claim 19, wherein:  
selecting a subset of the ~~transmitted~~ received advertisements based upon the customer preference comprises selecting a ~~transmitted~~ received advertisement based on the customer preference at a plurality of user locations in accordance with a purchase transaction by an advertiser.
28. (Currently amended) A method as recited in claim 19, wherein:

selecting a subset of the ~~transmitted~~ received advertisements based upon the customer preference comprises selecting a ~~transmitted~~ received advertisement based on the customer preference at a plurality of user locations in accordance with a winning bid of an advertiser in an auction.

29. – 32. (Canceled)

33. (New) A computer readable medium comprising instructions for displaying advertisements at a user location, the instructions comprising instructions for:

- displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;
- receiving a plurality of advertisements at the user location;
- selecting a subset of the received advertisements based upon a customer preference;
- determining, based on a subscription level of a user, that display of an advertisement is appropriate during a first insertion point;
- displaying at least one of the selected advertisements during the first insertion point;
- determining, based on the subscription level of the user, that display of an advertisement is not appropriate during a second insertion point; and
- continuing display of the entertainment content without displaying an advertisement during the second insertion point.

34. (New) The computer readable medium of claim 33, the instructions further comprising instructions for:

- receiving a pre-recorded medium containing the entertainment content and storing the medium at the user location.

35. (New) The computer readable medium of claim 34, the instructions further comprising instructions for:

- receiving entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

36. (New) The computer readable medium of claim 33, the instructions further comprising instructions for:

    caching the subset of received advertisements at the user location.

37. (New) The computer readable medium of claim 36, the instructions further comprising instructions for:

    selecting at least one of the cached advertisements based upon the customer preference;

    wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.

38. (New) A system for displaying advertisements at a user location, the system comprising:

    a display configured to display entertainment content at the user location, the entertainment content including insertion points for display of advertisements;

    a receiver configured to receive a plurality of advertisements at the user location;

    a processor configured to select a subset of the received advertisements based upon a customer preference;

    a processor configured to determine, based on a subscription level of a user, that display of an advertisement is appropriate during a first insertion point;

    a display configured to display at least one of the selected advertisements during the first insertion point;

    a processor configured to determine, based on the subscription level of the user, that display of an advertisement is not appropriate during a second insertion point; and

    a display configured to continue display of the entertainment content without displaying an advertisement during the second insertion point.

39. (New) The system of claim 38, further comprising:

    a receiver configured to receive a pre-recorded medium containing the entertainment content and storing the medium at the user location.

40. (New) The system of claim 39, further comprising:  
a receiver configured to receive entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.
41. (New) The system of claim 38, further comprising:  
a storage medium configured to cache the subset of received advertisements at the user location.
42. (New) The system of claim 41, further comprising:  
a processor configured to select at least one of the cached advertisements based upon the customer preference;  
wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.
43. (New) A system for displaying advertisements at a user location, the system comprising:  
means for displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;  
means for receiving a plurality of advertisements at the user location;  
means for selecting a subset of the received advertisements based upon a customer preference;  
means for determining, based on a subscription level of a user, that display of an advertisement is appropriate during a first insertion point;  
means for displaying at least one of the selected advertisements during the first insertion point;  
means for determining, based on the subscription level of the user, that display of an advertisement is not appropriate during a second insertion point; and  
means for continuing display of the entertainment content without displaying an advertisement during the second insertion point.

44. (New) The system of claim 43, further comprising:  
means for receiving a pre-recorded medium containing the entertainment content and storing the medium at the user location.
45. (New) The system of claim 44, further comprising:  
means for receiving entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.
46. (New) The system of claim 43, further comprising:  
means for caching the subset of received advertisements at the user location.
47. (New) The system of claim 46, further comprising:  
means for selecting at least one of the cached advertisements based upon the customer preference;  
wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.